

The embodiments of the invention in which an exclusive property or privilege is claimed are defined as follows:

1. A system for presenting marketing content on a web page, the system comprising:

(a) a marketing page element, said marketing page element providing storage for data items;

(b) a web page connected to said marketing page element for presenting said data items; and

(c) a marketing content selection system connected to said marketing page element, wherein said marketing content selection system is adapted to select said data items to be stored in said marketing page element.

2. The system for presenting marketing content on a web page as claimed in claim 1, wherein said marketing page element comprises a plurality of marketing page element items, and wherein at least one data item stored in said marketing page element is connected to one of said plurality of marketing page element items.

3. The system for presenting marketing content on a web page as claimed in claim 2, wherein said web page comprises a plurality of web page elements, wherein each of said web page elements is connected to a marketing page element item of said plurality of marketing page element items, and wherein each of said web page elements is used to present a data item connected to said marketing page element item.

4. The system for presenting marketing content on a web page as claimed in

2 claim 1, wherein said marketing content selection system is adapted to determine data  
3 items for storage in said marketing page element in accordance with a marketing  
4 strategy.

1 5. The system for presenting marketing content on a web page as claimed in  
2 claim 4, wherein the marketing content selection system determines data items to be  
3 stored in said marketing page element based on information available to said marketing  
4 content selection system pertaining to the person viewing the web page.

1 6. The system for presenting marketing content on a web page as claimed in  
2 claim 1 further comprising a marketing content retrieval system connected to said  
3 marketing page element, said marketing content retrieval system adapted to provide  
4 said data items to said marketing page element for storage in said marketing page  
5 element.

1 7. The system for presenting marketing content on a web page as claimed in  
2 claim 6, wherein the marketing content retrieval system comprises a first source of data  
3 items, wherein data items are retrieved from said first source of data items for  
4 subsequent storage in said marketing page element, said first source of data items  
5 comprising at least one of the following: a database, a data stream, a storage device,  
6 a memory device.

1 8. The system for presenting marketing content on a web page as claimed in  
2 claim 7, wherein each data item in said first source of data items comprises one of the  
3 following: text, an image, an audio file, a video file, a movie, a document, a hyperlink,  
4 an animation, an object capable of accepting input, an object capable of presenting  
5 output.

1 9. The system for presenting marketing content on a web page as claimed in

claim 8, wherein the marketing content retrieval system is further adapted to provide at least one data item to said marketing page element from a pre-determined second source of data items in the event that at least one data item to be stored in said marketing page element as determined by the marketing content selection system cannot be retrieved from the first source of data items.

10. The system for presenting marketing content on a web page as claimed in claim 1, wherein the marketing page element is a Data Bean, and wherein said web page is a Java Server Page.

11. The system for presenting marketing content on a web page as claimed in claim 1, wherein the marketing content selection system comprises at least one of the following components: a rules processing engine, a table, a collaborative filtering engine, a selection program.

12. The system for presenting marketing content on a web page as claimed in claim 3 further comprising at least one of the following:

(i) a first set of tools for making modifications to the manner in which the marketing content selection system determines the data items to be stored in said marketing page element, wherein the modifications can be effected without changing either the layout of said web page elements on said web page or said data items;

(ii) a second set of tools for making modifications to said data items, wherein the modifications can be effected without changing either the layout of said web page elements on said web page or the manner in which the marketing content selection system determines the data items to be stored in said marketing page element; and

13 (iii) a third set of tools for making modifications to the layout of said  
14 web page elements on said web page, wherein the modifications can be effected  
15 without changing either said data items or the manner in which the marketing content  
16 selection system determines the data items to be stored in said marketing page  
17 element.

1 13. A method of presenting marketing content on a web page using a marketing  
2 page element, the method comprising the steps of:

3 (a) selecting a plurality of data items using a marketing content  
4 selection system;

5 (b) storing said data items in said marketing page element; and

6 (c) presenting said data items on said web page.

1 14. The method as claimed in claim 13, wherein said marketing page element  
2 comprises a plurality of marketing page element items, and wherein at least one data  
3 item stored in said marketing page element is connected to one of said plurality of  
4 marketing page element items.

1 15. The method as claimed in claim 14, wherein said web page comprises a  
2 plurality of web page elements, wherein each of said web page elements is connected  
3 to a marketing page element item of said plurality of marketing page element items, and  
4 wherein each of said web page elements is used to present a data item connected to  
5 said marketing page element item.

1 16. The method as claimed in claim 13, wherein the selecting of data items in

2 step (a) is performed in accordance with a marketing strategy.

1 17. The method as claimed in claim 16, wherein the selecting of data items in  
2 step (a) is based on information pertaining to the person viewing the web page.

1 18. The method as claimed in claim 13 further comprising between steps (a)  
2 and (c), the step of retrieving data items selected in step (a) from a marketing content  
3 retrieval system, said marketing content retrieval system adapted to provide data items  
4 to said marketing page element.

1 19. The method as claimed in claim 18, wherein said marketing content retrieval  
2 system comprises a first source of data items, wherein data items are retrieved from  
3 said first source of data items for subsequent storage in said marketing page element,  
4 said first source of data items comprising at least one of the following: a database, a  
5 data stream, a storage device, a memory device.

1 20. The method as claimed in claim 19, wherein each data item in said first  
2 source of data items comprises one of the following: text, an image, an audio file, a  
3 video file, a movie, a document, a hyperlink, an animation, an object capable of  
4 accepting input, an object capable of presenting output.

1 21. The method as claimed in claim 20, wherein the method also comprises the  
2 step of retrieving at least one data item from a second source of data items when at  
3 least one of said plurality of selected data items cannot be retrieved from said first  
4 source of data items.

1 22. The method as claimed in claim 13, wherein said marketing page element  
2 is a Data Bean, and wherein said web page is a Java Server Page.

1 23. The method as claimed in claim 13, wherein the selecting of data items in  
2 step (a) is performed by at least one of the following components: a rules processing  
3 engine, a table, a collaborative filtering engine, a selection program.

1 24. The method as claimed in claim 15 wherein the method further comprises  
2 at least one of the following steps:

3 (i) making modifications to the manner in which the selecting of data  
4 items in step (a) is made, wherein the modifications can be effected without changing  
5 either the layout of the web page elements on the web page or said data items;

6 (ii) making modifications to said data items, wherein the  
7 modifications can be effected without changing either the layout of the web page  
8 elements on the web page or the manner in which the selecting of data items in step (a)  
9 is made; and

10 (iii) making modifications to the layout of the web page elements on  
11 the web page, wherein the modifications can be effected without changing either said  
12 data items or the manner in which the selecting of data items in step (a) is made.

1 25. A computer-readable medium having stored thereon computer-executable  
2 instructions for presenting marketing content on a web page using a marketing page  
3 element by performing the steps comprising:

4 (a) selecting a plurality of data items using a marketing content  
5 selection system;

6 (b) storing said data items in said marketing page element; and

7 (c) presenting said data items on said web page.

1 26. The computer-readable medium as claimed in claim 25, wherein said  
2 marketing page element comprises a plurality of marketing page element items, and  
3 wherein at least one data item stored in said marketing page element is connected to  
4 one of said plurality of marketing page element items.

1 27. The computer-readable medium as claimed in claim 26, wherein said web  
2 page comprises a plurality of web page elements, wherein each of said web page  
3 elements is connected to a marketing page element item of said plurality of marketing  
4 page element items, and wherein each of said web page elements is used to present  
5 a data item connected to said marketing page element item.

1 28. The computer-readable medium as claimed in claim 25, wherein the  
2 selecting of data items in step (a) is performed in accordance with a marketing strategy.

1 29. The computer-readable medium as claimed in claim 28, wherein the  
2 selecting of data items in step (a) is based on information pertaining to the person  
3 viewing the web page.

1 30. The computer-readable medium as claimed in claim 25 further comprising  
2 between steps (a) and (c), the step of retrieving data items selected in step (a) from a  
3 marketing content retrieval system, said marketing content retrieval system adapted to  
4 provide data items to said marketing page element.

1 31. The computer-readable medium as claimed in claim 30, wherein said  
2 marketing content retrieval system comprises a first source of data items, wherein data  
3 items are retrieved from said first source of data items for subsequent storage in said  
4 marketing page element, said first source of data items comprising at least one of the

5 following: a database, a data stream, a storage device, a memory device.

1 32. The computer-readable medium as claimed in claim 31, wherein each data  
2 item in said first source of data items comprises one of the following: text, an image, an  
3 audio file, a video file, a movie, a document, a hyperlink, an animation, an object  
4 capable of accepting input, an object capable of presenting output.

1 33. The computer-readable medium as claimed in claim 32, wherein the step  
2 of retrieving at least one data item from a second source of data items when at least one  
3 of said plurality of selected data items cannot be retrieved from said first source of data  
4 items is also performed.

1 34. The computer-readable medium as claimed in claim 25, wherein said  
2 marketing page element is a Data Bean, and wherein said web page is a Java Server  
3 Page.

1 35. The computer-readable medium as claimed in claim 25, wherein the  
2 selecting of data items in step (a) is performed by at least one of the following  
3 components: a rules processing engine, a table, a collaborative filtering engine, a  
4 selection program.

1 36. The computer-readable medium as claimed in claim 27 wherein at least one  
2 of the following steps is also performed:

3 (i) making modifications to the manner in which the selecting of data  
4 items in step (a) is made, wherein the modifications can be effected without changing  
5 either the layout of the web page elements on the web page or said data items;

6 (ii) making modifications to said data items, wherein the



7 modifications can be effected without changing either the layout of the web page  
8 elements on the web page or the manner in which the selecting of data items in step (a)  
9 is made; and

10 (iii) making modifications to the layout of the web page elements on  
11 the web page, wherein the modifications can be effected without changing either said  
12 data items or the manner in which the selecting of data items in step (a) is made.

1 37. A computer program comprising computer program code means adapted  
2 to perform all the steps of claim 13 when said program is run on a computer.

1 38. A computer program as claimed in claim 37 embodied on a computer  
2 readable medium.

1 39. A software product for presenting marketing content on a web page, said  
2 software product comprising:

3 (a) a marketing page element, said marketing page element  
4 providing storage for data items, said marketing page element connected to a web page  
5 adapted to present said data items; and

6 (b) a marketing content selection system connected to said  
7 marketing page element, wherein said marketing content selection system is adapted  
8 to select said data items to be stored in said marketing page element.

1 40. The software product as claimed in claim 39, wherein said marketing page  
2 element comprises a plurality of marketing page element items, and wherein at least  
3 one data item stored in said marketing page element is connected to one of said  
4 plurality of marketing page element items.

1 41. The software product as claimed in claim 40, wherein said web page  
2 comprises a plurality of web page elements, wherein each of said web page elements  
3 is connected to a marketing page element item of said plurality of marketing page  
4 element items, and wherein each of said web page elements is used to present a data  
5 item connected to said marketing page element item.

1 42. The software product as claimed in claim 39, wherein said marketing  
2 content selection system is adapted to determine data items for storage in said  
3 marketing page element in accordance with a marketing strategy.

1 43. The software product as claimed in claim 42, wherein the marketing content  
2 selection system determines data items to be stored in said marketing page element  
3 based on information available to said marketing content selection system pertaining to  
4 the person viewing the web page.

1 44. The software product as claimed in claim 39 further comprising a marketing  
2 content retrieval system connected to said marketing page element, said marketing  
3 content retrieval system adapted to provide said data items to said marketing page  
4 element for storage in said marketing page element.

1 45. The software product as claimed in claim 44, wherein the marketing content  
2 retrieval system comprises a first source of data items, wherein data items are retrieved  
3 from said first source of data items for subsequent storage in said marketing page  
4 element, said first source of data items comprising at least one of the following: a  
5 database, a data stream, a storage device, a memory device.

1 46. The software product as claimed in claim 45, wherein each data item in said

first source of data items comprises one of the following: text, an image, an audio file, a video file, a movie, a document, a hyperlink, an animation, an object capable of accepting input, an object capable of presenting output.

47. The software product as claimed in claim 46, wherein the marketing content retrieval system is further adapted to provide at least one data item to said marketing page element from a pre-determined second source of data items in the event that at least one data item to be stored in said marketing page element as determined by the marketing content selection system cannot be retrieved from the first source of data items.

48. The software product as claimed in claim 39, wherein the marketing page element is a Data Bean, and wherein said web page is a Java Server Page.

49. The software product as claimed in claim 39, wherein the marketing content selection system comprises at least one of the following components: a rules processing engine, a table, a collaborative filtering engine, a selection program.

50. The software product as claimed in claim 41 further comprising at least one of the following:

(i) a first set of tools for making modifications to the manner in which the marketing content selection system determines the data items to be stored in said marketing page element, wherein the modifications can be effected without changing either the layout of said web page elements on said web page or said data items;

(ii) a second set of tools for making modifications to said data items, wherein the modifications can be effected without changing either the layout of said web

10 page elements on said web page or the manner in which the marketing content  
11 selection system determines the data items to be stored in said marketing page  
12 element; and

13 (iii) a third set of tools for making modifications to the layout of said  
14 web page elements on said web page, wherein the modifications can be effected  
15 without changing either said data items or the manner in which the marketing content  
16 selection system determines the data items to be stored in said marketing page  
17 element.

1 51. A computer program product comprising:  
2 a computer-readable signal-bearing medium;  
3 means in said medium for accomplishing the method of any of claims  
4 13 to 24.

1 52. The product of claim 51 wherein said medium is a recordable data  
2 storage medium.

1 53. The product of claim 51 wherein said medium is a modulated carrier  
2 signal.

1 54. The product of claim 53 wherein said signal is a transmission over a  
2 network.

1 55. The product of claim 54 wherein said network is the Internet.